

# **CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT (CTBID) BOARD**

## **AGENDA**

**November 13, 2007**

**1:00 p.m.**

**City of Carlsbad**

**1635 Faraday Avenue, Room 173A  
Carlsbad, CA**

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### **NOTICE TO THE PUBLIC:**

1. Meetings are divided into categories shown below
2. When you are called to speak, please come forward and state your name and address.
3. All persons requiring assistance or auxiliary aids in order to effectively participate may contact the Administrative Services Office (760-602-2409) at least 24 hours prior to the meeting to arrange for reasonable accommodations.

### **PUBLIC COMMENT:**

If you desire to speak about an item not listed on the agenda, a pink "Time Reservation Request" form should be filed with the Board Minutes Clerk. A total of 15 minutes is provided for the Public Comment portion of the Agenda. Speakers are limited to three (3) minutes each.

If you desire to speak concerning an item listed on the agenda, a white "Time Reservation Request" form should be filed with the Board Minutes Clerk. Each speaker is limited to three (3) minutes each. Please remember to state your name and address for the record.

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### **I. CALL TO ORDER**

**1:00 p.m.**

### **II. ROLL CALL**

**CONSENT CALENDAR:** The items listed under Consent Calendar are considered routine and will be enacted by one motion as listed. There will be no separate discussion on these items prior to the vote, unless an item is removed.

### **(C) III. APPROVE MINUTES OF SEPTEMBER 25, 2007**

To approve the minutes of the September 25, 2007 meeting of the CTBID Board of Directors.

#### **IV. STAFF REPORT**

Staff will provide the following reports at this time:

- 1) Financial report
- 2) Board terms expire November 2007 for Mr. Vallas and Ms. Howard-Jones
- 3) Report findings of how other BIDs are handling funding requests from non-profit organizations and for-profit entities

#### **V. DISCUSSION ITEMS**

- 1) Board consider scheduling standing meetings once or twice a year
- 2) Discussion on process to change the \$1 per room night assessment

Continue Discussion on Positioning Study:

- 1) Choose brand/name from positioning study suggestions
  - a) Conduct search to see if the name "The Friendliest Beach Town in California" has been used elsewhere
  - b) Discuss the naming legal rights of Choice #1, "The Friendliest Beach Town in California"
- 2) Feedback from hotel properties and contractors
- 3) Choose sub-committee group to attend a closed study session to discuss multiple name possibilities.

#### **VI. NEXT MEETING**

The date for the next meeting will be decided. Agenda topics to include:

**The remainder of the categories is for reporting purposes. In conformance with the Brown Act, no public testimony and no Board action can occur on these items.**

#### **GENERAL COUNSEL COMMENT**

#### **PUBLIC COMMENT**

#### **ADJOURNMENT**